FORM D



UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

FORM D

NOTICE OF SALE OF SECURITIES PURSUANT TO REGULATION D. **SECTION 4(6), AND/OR** UNIFORM LIMITED OFFERING EXEMPTION

OMB APPROVAL OMB Number: 3235-0076 Expires: April 30, 2008 Estimated average burden hours per response......16.00



| Name of Offering | (Licheck if this is an amenda | nent and name has changed, and indicate change | 3.) |
|--|--|--|---|
| J. L. Halsey Cori | PORATION SALE OF COMMON | STOCK IN CONNECTION WITH ACQUISITION OF | CLICKTRACKS ANALYTICS, INC. |
| Filing Under (Chec | k box(es) that apply): | ☐ Rule 504 | e 506 Section 4(6) SECTOULOE |
| Гуре of Filing: | ☑ New Filing ☐ Amen | dment | |
| | | A. BASIC IDENTIFICATION DATA | 357 05 2006 > 1 |
| 1. Enter the inform | nation requested about the issu | ier | NEW CONTRACTOR |
| Name of Issuer | (Check if this is an amendr | nent and name has changed, and indicate change | e.) 185 (ES) |
| J. L. Halsey Cor | PORATION | | |
| Address of Executi | ve Offices D, Suite 205Q, Wilming | (Number and Street, City, State, Zip Code) FON, DE 19803 | Telephone Number (Including Afea Code) (302) 691-6189 |
| Address of Princip (if different from E | al Business Operations xecutive Offices) | (Number and Street, City, State, Zip Code) | Telephone Number (Including Area Code) |
| | Y FOR EMAIL MARKETING A | ND WEB ANALYTICS BUSINESS | |
| Гуре of Business (| | | |
| ⊠ corpo | | ☐ limited partnership, already formed | ☐ other (please specify): |
| ☐ busine | ess trust | ☐ limited partnership, to be formed | |
| | d Date of Incorporation or Orgoporation or Organization: | Month Year 0 1 0 2 ganization: (Enter two-letter U.S. Postal Service abbreviate CN for Canada; FN for other foreign jurisdice | |
| GENERAL INSTR Federal: | | f securities in reliance on an exemption under Dec | guilation D or Section 4(6), 17 CER 230 501, et seg |

or 15 U.S.C. 77d(6).

When To File: A notice must be filed no later than 15 days after the first sale of securities in the offering. A notice is deemed filed with the U.S. Securities and Exchange Commission (SEC) on the earlier of the date it is received by the SEC at the address given below or, if received at that address after the date on which it is due, on the date it was mailed by United States registered or certified mail to that address.

Where to File: U.S. Securities and Exchange Commission, 450 Fifth Street, N.W., Washington, D.C. 20549.

Copies Required: Five (5) copies of this notice must be filed with the SEC, one of which must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

Information Required: A new filing must contain all information requested. Amendments need only report the name of the issuer and offering, any changes thereto, the information requested in Part C, and any material changes from the information previously supplied in Parts A and B. Part E and the Appendix need not be filed with the SEC.

Filing Fee: There is no federal filing fee.

State:

This notice shall be used to indicate reliance on the Uniform Limited Offering Exemption (ULOE) for sales of securities in those states that have adopted ULOE and that have adopted this form. Issuers relying on ULOE must file a separate notice with the Securities Administrator in each state where sales are to be, or have been made. If a state requires the payment of a fee as a precondition to the claim for the exemption, a fee in the proper amount shall accompany this form. This notice shall be filed in the appropriate states in accordance with state law. The Appendix in the notice constitutes a part of this notice and must be completed.

ATTENTION

Failure to file notice in the appropriate states will not result in a loss of the federal exemption. Conversely, failure to file the appropriate federal notice will not result in a loss of an available state exemption unless such exemption is predicated on the filing of a federal notice.

> Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

A. BASIC IDENTIFICATION DATA

- 2. Enter the information requested for the following:
 - Each promoter of the issuer, if the issuer has been organized within the past five years;
 - Each beneficial owner having the power to vote or dispose, or direct the vote or disposition of, 10% or more of a class of equity securities of the issuer;
 - · Each executive officer and director of corporate issuers and of corporate general and managing partners of partnership issuers; and
 - Each general managing partner of partnership issuers.

| | | | · | | | |
|---------------------|-----------|-----------------|--------------------------------|---------------------|--|--|
| Check Box(es) that | Apply: | ☐ Promoter | ☑ Beneficial Owner | ☑ Executive Officer | ☑ Director | ☐ General and/or Managing Partner |
| Full Name (Last na | me first, | if individual) | | | | |
| BURT, DAVID R. | | | | | | |
| | | • | Street, City, State, Zip Code) | | | |
| 103 FOULK ROAD, | | 5Q, WILMINGTON | N, DE 19803 | | | ······································ |
| Check Box(es) that | | ☐ Promoter | ☐ Beneficial Owner | ☐ Executive Officer | ☑ Director | ☐ General and/or Managing Partner |
| Full Name (Last na | me first, | if individual) | | | | |
| BLAIR, ANDREW R | | | | | | |
| Business or Resider | nce Addr | ess (Number and | Street, City, State, Zip Code) | | | |
| 103 FOULK ROAD, | SUITE 20 | 5Q, Wilmington | N, DE 19803 | | • | |
| Check Box(es) that | Apply: | ☐ Promoter | ☐ Beneficial Owner | ☐ Executive Officer | ☑ Director | ☐ General and/or Managing Partner |
| Full Name (Last na | me first, | if individual) | | | | |
| DESANTIS CUADRA | , NICOLA | AS | | | | |
| i | | • | Street, City, State, Zip Code) | | | |
| 103 FOULK ROAD, | | 5Q, WILMINGTOR | | | ······································ | |
| Check Box(es) that | | ☐ Promoter | ☑ Beneficial Owner | ☐ Executive Officer | ⊠ Director | ☐ General and/or Managing Partner |
| Full Name (Last na | me first, | if individual) | | | | |
| COMFORT III, WIL | | | | | | |
| Business or Reside | nce Addr | ess (Number and | Street, City, State, Zip Code) | | | |
| 30 CHEYNE WALK, | SW3 5F | IH London, Unit | TED KINGDOM | | en de la companya de | |
| Check Box(es) that | Apply: | ☐ Promoter | ☐ Beneficial Owner | ☑ Executive Officer | ☐ Director | ☐ General and/or Managing Partner |
| Full Name (Last na | me first, | if individual) | | | | |
| RIVERA, LUIS A. | · | | | | | |
| Business or Reside | nce Addr | ess (Number and | Street, City, State, Zip Code) | | | |
| 2070 ALLSTON WA | | 200, BERKELEY, | | | | |
| Check Box(es) that | | ☐ Promoter | ☐ Beneficial Owner | ☑ Executive Officer | ☐ Director | ☐ General and/or Managing Partner |
| Full Name (Last na | me first, | if individual) | | | | |
| Lambert, Joseph | | | | | | |
| Business or Reside | nce Addr | ess (Number and | Street, City, State, Zip Code) | | | |
| 2070 ALLSTON WA | y, Suite | 200, BERKELEY, | CA 94704 | | | |
| Check Box(es) that | Apply: | ☐ Promoter | ☐ Beneficial Owner | ☑ Executive Officer | ☐ Director | ☐ General and/or Managing Partner |
| Full Name (Last na | me first, | if individual) | | | | |
| WILSON, ROBB | | | | | | |
| Business or Reside | nce Addr | ess (Number and | Street, City, State, Zip Code) | | | |
| 2070 ALLSTON WA | Y, SUITE | 200, BERKELEY, | CA 94704 | | | |
| | | | | | | |

(Use blank sheet, or copy and use additional copies of this sheet, as necessary.)

| Check Box(es) that A | pply: | ☐ Promoter | ☑ Beneficial Owner | ☐ Executive Officer | ☐ Director | ☐ General and/or Managing Partner |
|--|------------------------------|---------------------------|--|--|-------------|--------------------------------------|
| ull Name (Last nam | e first, | if individual) | | P | | managing raidio |
| DN STUYVIE PARTI | | | Street, City, State, Zip Code) | | | |
| OCHEYNE WALK, S | | | | | | |
| heck Box(es) that A | | | ☐ Beneficial Owner | ☐ Executive Officer | ☐ Director | ☐ General and/or |
| ull Name (Last name | e first, | if individual) | | | | Managing Partner |
| | | | | | | , |
| usiness or Residenc | e Addr | ess (Number and | Street, City, State, Zip Code) | | <u></u> | |
| | | <u> </u> | | | | |
| heck Box(es) that A | pply: | ☐ Promoter | ☐ Beneficial Owner | ☐ Executive Officer | ☐ Director | ☐ General and/or Managing Partne |
| ull Name (Last nam | e first, | if individual) | | · · · · · · · · · · · · · · · · · · · | | |
| Pusiness or Pesidena | o Addr | eas (Number one | Street, City, State, Zip Code) | · · · · · · · · · · · · · · · · · · · | | |
| distincts of Residence | c Addi | ess (Ivalliber allo | i Street, City, State, Zip Code) | | | |
| Check Box(es) that A | pply: | ☐ Promoter | ☐ Beneficial Owner | ☐ Executive Officer | ☐ Director | ☐ General and/or |
| ull Name (Last nam | a first | (f in dividual) | | | | Managing Partne |
| uir ryaine (Last nam | c 1115t, | ii marviauai) | | na di Salaharan Baran Bara Baran Baran Ba | | |
| Business or Residence | e Addr | ess (Number and | l Street, City, State, Zip Code) | | | |
| | . 7 | | | en de la companya de | | |
| Check Box(es) that A | pply: | ☐ Promoter | ☐ Beneficial Owner | ☐ Executive Officer | ☐ Director | ☐ General and/or |
| | | (C:= 4:= (4:= 1) | | | | Managing Partne |
| Full Name (Last nam | e nrst, | ii individuai) | | | | |
| Business or Residenc | e Addr | ess (Number and | d Street, City, State, Zip Code) | | | |
| | | | | | | |
| Check Box(es) that A | pply: | ☐ Promoter | ☐ Beneficial Owner | ☐ Executive Officer | ☐ Director | ☐ General and/or |
| Full Name (Last nam | e first, | if individual) | | Million – a k onst <u>iplofis – ak</u> on i i i i i | | Managing Partne |
| | | | | | | |
| Business or Residence | e Addr | ess (Number and | 1 Street, City, State, Zip Code) | | | |
| <u> </u> | | | | | | |
| Check Box(es) that A | pply: | ☐ Promoter | ☐ Beneficial Owner | ☐ Executive Officer | ☐ Director | ☐ General and/or |
| , , , | ~ . | if individual) | | | | Managing Partne |
| Full Name (Last nam | e first, | | | | | |
| | | | | | | |
| | | ess (Number and | d Street, City, State, Zip Code) | | | |
| Business or Residence | e Addı | | d Street, City, State, Zip Code) ☐ Beneficial Owner | ⊠ Executive Officer | ☐ Director | ☐ General and/or |
| Business or Residence Check Box(es) that A | e Addr | ☐ Promoter | | | ☐ Director | |
| Business or Residence Check Box(es) that A | e Addr | ☐ Promoter | | | ☐ Director | |
| Business or Residence Check Box(es) that A Full Name (Last name) | e Addr apply: e first, | ☐ Promoter if individual) | ☐ Beneficial Owner | ☑ Executive Officer | □ Director | |
| Check Box(es) that A | e Addr apply: e first, | ☐ Promoter if individual) | | ☑ Executive Officer | ☐ Director | ☐ General and/or Managing Partner |

| | | | ! | | В. П | NFORMAT | ION ABO | UT OFFER | RING | | | | |
|----|--|--------------|----------------------------------|---------------|---------------|----------------|-----------------------|----------------|--------------|------|--------------|------------|----------------|
| | | | sold, or does th | Α | nswer also | in Appendix | k, Column 2 | , if filing ur | ider ULOE. | | | | ⊼ 10 |
| 2. | What is | s the mir | ilmum inveştn | nent that wil | I be accepte | ed from any | individual? | | | | \$ | | 1 |
| 3. | Does th | ne offerii | ng permit join | t ownership | of a single | unit? | | | | | | | <u>ਤ</u> ∤o |
| 4. | Enter the information requested for each person who has been or will be paid or given, directly or indirectly, any commission or similar remuneration for solicitation of purchasers in connection with sales of securities in the offering. If a person to be listed is an associated person or agent of a broker or dealer registered with the SEC and/or with a state or states, list the name of the broker or dealer. If more than five (5) persons to be listed are associated persons of such a broker or dealer, you may set forth the information for that broker or dealer only. | | | | | | | | | | | | |
| | Full Nan | ne (Last | name first, if | individual) | | | | | | | | | |
| | None | | | | | | | ···· | | | | | |
| | Business | s or Resi | dence Addres | s (Number a | nd Street, C | City, State, Z | ip Code) | | | | | | |
| | Name of | f Associa | ated Broker or | Dealer | | | | | | | | | |
| | States in | Which | Person Listed | Has Solicite | d or Intend | s to Solicit F | Purchasers | | | | | ····· | |
| | (Chec | k "All S | tates" or chec | k individual | States) | | | | | | | | All States |
| | □ AL | □ AK | \square AZ | □ AR | □ CA | □со | ☐ CT | □ DE | □ DC | □ FL | □ GA | □ HI | □ID |
| | | | □ IA – | □ KS | □ KY | □ LA | □ ME | □ MD | □МА | □ MI | □ MN | □ MS | □МО |
| | □ MT □ RI | □ NE □ SC | | □ NH □ TN | □NJ | | | | | □ OH | □ OK | □ OR | □ PA |
| | | | name first, if | | □ TX | □ UT | \rightarrow \text{VT} | □ VA | □ WA | □ wv | | □ WY | □ PR |
| | i un mai | ne (Last | mame mot, m | marviduarj | | | | | | | | | |
| | Business | s or Resi | dence Addres | s (Number a | nd Street, (| City, State, Z | ip Code) | | | | | | |
| | Name of | f Associ | ated Broker or | Dealer | | | | | | | | | |
| | | | Person Listed tates" or chec | | | | Purchasers | | | | | <i>-</i> | All States |
| | □AL | □ AK | | □ AR | □ CA | □со | ☐ CT | □ DE | □ DC | □ FL | □ GA | □ні | □ID |
| | □IL | □IN | □IA | □ KS | □KY | □ LA | \square ME | □ MD | \square MA | □МІ | \square MN | □ MS | □мо |
| | □ MT | □ NE | | □ NH | □ NJ | \square NM | □ NY | □ NC | \square ND | □ OH | □ок | □ OR | □ PA |
| | □ RI | □ SC | l | □ TN | □ TX | UT | □ VT | □ VA | □ WA | □ WV | □ WI | □ WY | □ PR |
| | Full Nar | me (Last | name first, if | individual) | | | | | | | | | |
| | Busines | s or Res | idence Addres | s (Number a | and Street, (| City, State, Z | Cip Code) | | | | | | |
| | Name of | f Associ | ated Broker or | Dealer | | | | ~~~ | | | | | |
| | | | Person Listed states" or chec | | | | Purchasers | | , | | | 🗆 <i>F</i> | All States |
| | | □ AK | | □ AR | □ CA | □со | □ CT | □ DE | □ DC | □FL | □GA | □ні | □ ID |
| | | | □IA | □ KS | □ KY | □LA | □ ME | | □ MA | □МІ | | □ MS | □мо |
| | □ MT | □ NE | | \square NH | □ NJ | \square NM | □ NY | □ NC | □ND | □OH | □ OK | ☐ OR | □РА |
| | □ RI | □ SC | □ SD | □ TN | □ TX | □ UT | □ VT | □VA | . □ WA | □ WV | □ WI | □ WY | ☐ PR |

(Use blank sheet, or copy and use additional copies of this sheet, as necessary.)

| 1. Enter the aggregate offering price of securities included in this offering and the total amount already sold. Enter "0" if answer is "none" or "zero." If the transaction is an exchange offering, check this box and indicate in the columns below the amounts of the securities offered for exchange and already exchanged. | n | | | |
|---|---------|-----------------------------|--------------|---------------------------------------|
| Type of Security | | Aggregate Offering Price | | Amount Already Sold |
| Debt | \$ | 0 | \$ | 0 |
| Equity | \$ | 3,000,000 | - <u>-</u> | 2,752,881 |
| ☑ Common ☐ Preferred | | | | · · · · · · · · · · · · · · · · · · · |
| Convertible Securities (including warrants) | \$ | 0 | \$ | 0 |
| Partnership Interests | \$ | 0 | \$ | 0 |
| Other (Specify) | \$ | 0 | - <u>-</u> | 0 |
| Total | | 3,000,000 | - <u>-</u> | 2,752,881 |
| Answer also in Appendix, Column 3, if filing under ULOE. | | | | |
| 2. Enter the number of accredited and non-accredited investors who have purchased securitie in this offering and the aggregate dollar amounts of their purchases. For offerings unde Rule 504, indicate the number of persons who have purchased securities and the aggregat dollar amount of their purchases on the total lines. Enter "0" if answer is "none" or "zero". | er e | | | |
| | | Number Investors | | Aggregate Dollar Amount of Purchases |
| Accredited Investors | | 5 | _ \$_ | 2,752,881 |
| Non-accredited Investors | _ | 0 | _ \$ | 0 |
| Total (for filings under Rule 504 only) | _ | | _ \$_ | |
| Answer also in Appendix, Column 4, if filing under ULOE. | | | | |
| 3. If this filing is for an offering under Rule 504 or 505, enter the information requested for a securities sold by the issuer, to date, in offerings of the types indicated, in the twelve (12 months prior to the first sale of securities in this offering. Classify securities by type liste in Part C - Question 1. | 2) | | | |
| | | Type of | | Dollar Amount |
| Type of Offering | | Security | _ | Sold |
| Rule 505 | _ | COMMON STOCK | | 2,752,881 |
| Regulation A | _ | | - | 0 |
| Rule 504 | _ | | - | 0 |
| Total | _ | | - | 2,752,881 |
| 4. a. Furnish a statement of all expenses in connection with the issuance and distribution of the securities in this offering. Exclude amounts relating solely to organization expense of the issuer. The information may be given as subject to future contingencies. If the amount of an expenditure is not known, furnish an estimate and check the box to the legof the estimate. | es e | | | |
| Transfer Agent's Fees | | | ⊠\$_ | 200 |
| Printing and Engraving Costs | | | □\$_ | 0 |
| Legal Fees | | | ⊠\$_ | 15,000 |
| Accounting Fees | | | □\$_ | 0 |
| Engineering Fees. | | | □ \$_ | 0 |
| Sales Commissions (specify finders' fees separately). | | | □\$_ | 0 |
| Other Expenses (identify) | | | □ \$_ | 0 |
| Total | | | ⊠\$_ | 15,200 |
| | | | | |

C. OFFERING PRICE, NUMBER OF INVESTORS, EXPENSES AND USE OF PROCEEDS

| | C. OFFERING PRICE | CE, NUMBER OF INVESTORS, EXPEN | NSES AND | USE OF PROC | EEDS | |
|----------------------------------|--|--|------------------|--|--------------------|-----------------------|
| Question 1 | 1 and total expenses furnishe | gregate offering price given in response ed in response to Part C – Question 4.a. The ssuer." | his difference | ce | \$ | 2,984,800 |
| be used for e furnish an esti | each of the purposes shown. imate and check the box to the jual the adjusted gross process | gross proceeds to the issuer used or propo If the amount for any purpose is not k he left of the estimate. The total of the pay eds to the issuer set forth in response to Pa | cnown, yments | | | |
| | | | | Payments to Officers, Directors, & Affiliates | | Payments To Others |
| Salaries and fee | es | | □\$ | 0 | \$ | 0 |
| Purchase of rea | ıl estate | | □\$ | 0 | □\$ | 0 |
| Purchase, renta | l or leasing and installation o | of machinery and equipment | □\$ | 0 | _ □\$ | 0 |
| Construction or | r leasing of plant buildings ar | nd facilities | □\$ | 0 | _ □\$ | 0 |
| offering that ma | ay be used in exchange for th | he value of securities involved in this ne assets or securities of another issuer | □\$ | 0 | ×s | 2 004 000 |
| | | | □\$ □\$ | 0 | _ ഥം | 2,984,800 |
| | | | □\$ | 0 | - ⊔3 □\$ | |
| | | | <u>۔۔۔۔</u> | U | _ | 0 |
| Other (specify) | : | | | | | |
| | | | | | 77.6 | |
| C. 1 | · | , , , , | □\$ | 0 | _ 🗆 🗀 . | 0 |
| | | | □\$ | 0 | _ 🗆 🖺 🖳 | 0 |
| Total Payments | 3 Listed (column totals added | i) | | ⊠\$2, | ,984,800 | _ |
| | | D. FEDERAL SIGNATURE | <u>E</u> | | | <u> </u> |
| ollowing signatu | ire constitutes an undertaking mation furnished by the issue | e signed by the undersigned duly authorized by the issuer to furnish to the U.S. Securier to any non-accredited investor pursuant to | ities and Ex | change Commissi | ion, upon v | |
| J. L. HALSEY C | | Signature of the signat | | 1 | <u>اللا</u> , 2006 | í |
| Name of Signer (| | Title of Signer (Print or Type) | | 110000 | | |
| DAVID R. BURT | | CHIEF EXECUTIVE OFFICER AND PRESI | IDENT | | | |
| | | | | | | |
| | | | | | | |
| | | ATTENTION | - | | | <u></u> |
| Intenti | onal misstatements or o | missions of fact constitute federal cr | riminal vic | olations. (See ' | 18 U.S.C. | 1001.) |